



re⁺thinking
evangelismSM
by delmar

Rethinking the Way Churches Share *The Great Controversy*

A modern approach to sharing *The Great Controversy*



WHY SHOULD WE RETHINK THE WAY WE SHARE *THE GREAT CONTROVERSY?*



The Great Controversy is an incredibly powerful book written by Ellen G. White. According to the Ellen G. White Estate, she stated that the object of this book is to “unfold the scenes of the great controversy between truth and error; to reveal the wiles of Satan, and the means by which he may be successfully resisted: to present a satisfactory solution of the great problem of evil, shedding such a light upon the origin and the final disposition of sin, as to make fully manifest the justice and benevolence of God in all His dealings with His creatures: and to show the holy, unchanging nature of His Law.”

The Great Controversy has been translated into a multitude of languages and achieved worldwide circulation.

Many churches will purchase these books by the cases to distribute this important message in their local communities.

Therein lies the challenge: Most just hand this book out to anybody and everybody. However, many of these books find their way to individuals who aren't ready to read them and end up covered in dust or, even worse, in the garbage can.

The question is how do you identify who is interested in actually reading this important book? Is there a better way to find individuals in your community who actually want to read it?

We think there is!

What's more, we believe that finding them, when done correctly, can start an ongoing relationship with individuals that goes much deeper than simply passing books out.

When used correctly, Facebook can be an incredible tool in finding those people. In this document, we will provide everything you need to create a Facebook Campaign in your community and find individuals who are open to reading *The Great Controversy*. In addition, we'll equip you with a follow-up strategy to turn these requests into long-term relationships.

Here is your roadmap to successfully launching a Facebook Campaign to share this book with interested individuals in your community.



ROADMAP TO RETHINKING THE WAY YOU SHARE *THE GREAT CONTROVERSY*



1

Create Your Facebook Campaign

- Set a budget and timeframe
- Choose your geography
- Finalize your ad creative
 - ✓ Hero Image
 - ✓ Primary Text
 - ✓ Headline
 - ✓ Call to Action
 - ✓ Description
- Create a Facebook Lead Ad Form
 - ✓ Select Form Questions
 - ✓ Set Completion Message
 - ✓ Link to Privacy Policy

2

Monitor Responses

3

Follow Up

- Confirmation Email
- Create Letter to include with *The Great Controversy*
- 1 Week Follow-up Email
- 1 Month Follow-up Email
- 2 Month Follow-up Email
- 3 Month Follow-up Email



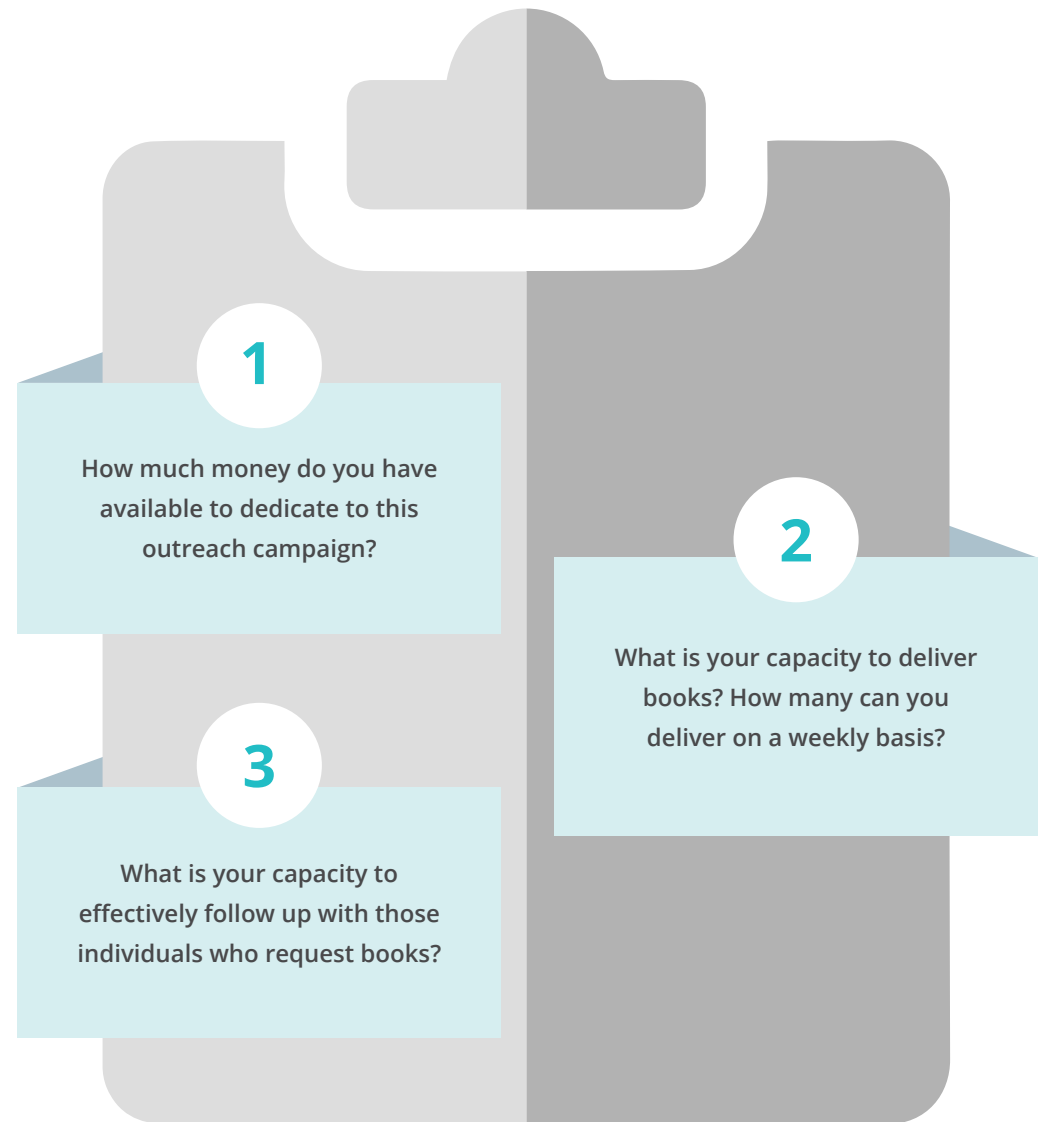
SETTING A BUDGET AND TIMEFRAME



Budget

Before you get too far down the road in launching your *Great Controversy* Campaign, it's important to set a budget. Deciding the right budget needs to take into account more information than just how much money you need to spend on the ads themselves, although that is part of the equation.

Here are the factors you need to consider.





Your budget should align with your most limiting factor.

After you have accumulated data based on your specific campaign, you can fine-tune your budget.

Timeframe

After your campaign runs for a while (and if you are focused on a geographic area surrounding your church), you'll notice your cost per request of *The Great Controversy* will rise over time. This is something to monitor. We recommend setting a threshold once the amount exceeds 50-75% of your average cost per request.

Furthermore, we recommend pausing the campaign for 2-3 months and then turning it on again. At any point in time, there will be some individuals who are interested in this outreach. After running the campaign initially, give it some time and you will find more individuals who are willing and interested.



For example, if you have a \$10 million budget, but you can only deliver 10 *Great Controversy* books per week, then you shouldn't set your ad budget at \$10 million! Results will vary depending on a number of factors. As a rule of thumb, we would anticipate building your budget around \$10 / request. So, if your church has the capacity of delivering 10 *Great Controversy* books a week, then we would recommend setting aside a daily budget of around \$14.29 (\$100 a week to generate 10 *Great Controversy* requests/week).



CHOOSING YOUR GEOGRAPHIC REGION



There are a couple factors to think through when deciding on how large of a geographic region you should focus on.

1

Do you plan on delivering the books in person? We believe there is value in this approach, even if someone doesn't see you. It shows that you are local and accessible.

2

How many people are you reaching with your ad? If your church is in the heart of New York City, we would recommend narrowing down your geographic area substantially. If your church is in small town like Shattuck, OK, then we would suggest expanding that reach to 15-25 miles.



As you begin seeing results, we encourage you to test and change up your approach.

Over time, you will discover your sweet spot!



FINALIZE YOUR AD CREATIVE



Next, we need to create your actual Facebook Ads.

But before we get started, please verify that your church has the following:



- 1. Facebook Page:**
If your church doesn't already have a Facebook Page, you will need to create one. [Facebook has a great resource center on how to do this.](#)
- 2. Facebook Business Manager Account:**
In addition to a Facebook Page itself, you will need a Facebook Business Manager Account. If you don't have one, [here is how to set it up.](#)
- 3. First Ad?**
If this is your first time setting up a Facebook Ad Campaign, [here is a link to a helpful resource.](#)



Creative Templates You Can Use

Here are four standard Facebook Ads. If you are an existing Delmar or Rethinking Evangelism customer, just submit a request and we will get them updated for you right away. You can use these templates as is, or if you have someone with an understanding of Adobe Illustrator, you can easily add your church's logo. We recommend using them all and seeing which ones perform the best in your community.

The Waging War Between Good and Evil

Hatred, disease, violence, and death are the by-products of this conflict. So where are we at in human history, and where do we go from here?

GET YOUR FREE BOOK



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FACEBOOK AD CREATIVE



Version 1

Version 2

Primary Text

LOGO
GOES
HERE

Name of Your Organization

Posted by First Name Last Name
Feb 15

The war between good and evil began long before the dawn of human history. Hatred, disease, violence, and death are the by-products of this conflict, and all of us are affected. So how do we find peace in the midst of so much turmoil and pain? This free book, *The Great Controversy*, will take you on a tour through time (past, present, and future). It's a read that will help you see the world and these tumultuous times in a different and clearer light.

The Waging War Between Good and Evil

Hatred, disease, violence, and death are the by-products of this conflict. So where are we at in human history, and where do we go from here?

GET YOUR FREE BOOK

What in the World is Going On?

Get Offer

Description

LOGO
GOES
HERE

Name of Your Organization

Posted by First Name Last Name
Feb 15

Headline

Hatred, disease, violence, and death are the by-products of this conflict. So where are we at in human history, and where do we go from here?

The Waging War Between Good and Evil

Hatred, disease, violence, and death are the by-products of this conflict. So where are we at in human history, and where do we go from here?

GET YOUR FREE BOOK

The Waging War Between
Good and Evil

Get Offer

Call to Action



CREATE A FACEBOOK LEAD AD FORM



The Waging War Between Good and Evil

Hatred, disease, violence, and are...
So...
and...

LOGO GOES HERE

Name of Your Organization

How to Get Your Free Book

We just need to collect a few details in order to provide you with your free copy of The Great Controversy.

Would you like to be updated by text message in the future?

Sure

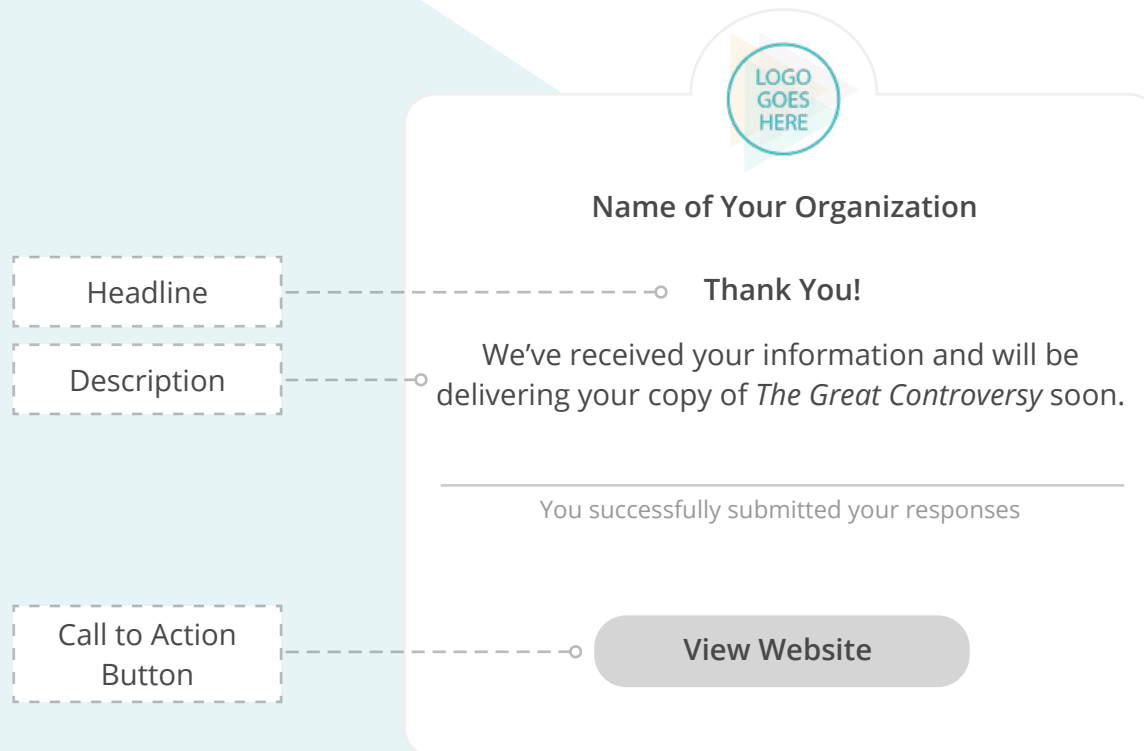
No, Thank You

Form Fields

First Name	Last Name
Phone Number	Email
Street Address	City
State	Post Code



Completion Message





FOLLOW UP



Confirmation Email



New message ⏏ ↗ ✕

To Cc Bcc

Subject **Confirmation: Your free copy of The Great Controversy**

Hi {{contact.firstname}},

Thank you for requesting your copy of *The Great Controversy* on Facebook. I will leave it on your doorstep this afternoon around 2:00 PM.

God bless and have a great day!

Email Signature

A

Send



Letter to include with *The Great Controversy*

Content

(to be put on Church Letterhead and included with *The Great Controversy* when delivered)

Hi {{contact.firstname}},

I'm a member of the {{church name}}, and I'm really excited about giving this book to you! It follows the path of freedom from the Dark Ages to America's current world events. In addition, it shows how people have stood up for freedom and died because of it.

I've been blessed by it, and I sincerely believe it's going to be a blessing to you as well.

Please feel free to reach out if you have any questions about this book or even the Bible. I'd love to hear from you.

Enjoy your day!

Contact information

{{**First Name**}} {{**Last Name**}}

{{Church Name}}

{{Church Phone Number}}

{{Church Email}}

{{Website}}

{{Church Address}}

Follow Us

Facebook.com/{{Church Facebook Address}}

Instagram.com/{{Church Instagram Address}}

Twitter.com/{{Church Twitter Address}}

LinkedIn.com/{{Church LinkedIn Address}}



1 Week Follow-up Email

Subject

Content

New message

ToCc Bcc

Subject **How are you?**

Hi {{ contact.firstname }},

How have you been enjoying *The Great Controversy*? I wanted to let you know I have been praying for you. If you have any questions, don't hesitate to email or call me.

I hope you're doing well!

Email Signature

A📎😊🔗🖼️🗑️☰Send

1 Month Follow-up Email



To

Cc Bcc

Subject **How are you?**

Subject

Hi {{contact.firstname}},

Content

I pray you are doing well! I wanted to check in to see how you are doing and how you have been enjoying *The Great Controversy* book I dropped off.

What's awesome about *The Great Controversy* is that it has helped thousands of people understand today's headlines in light of Bible prophecy. One of the things I enjoyed about the book is that it doesn't take time away from the Bible, but instead points us back to the Bible. My favorite chapter is Chapter 37 (The Scriptures are our Safeguard) where it states:

"Satan is constantly endeavoring to attract attention to man in the place of God. He leads the people to look to bishops, to pastors, to professors of theology, as their guides, instead of searching the Scriptures to learn their duty for themselves."

The beautiful thing about all the reformers during the Reformation is that they looked to the Scriptures as their safeguard. What are some things that you have learned so far or have found interesting from reading some of the chapters? I would love to hear your thoughts on it and answer any questions you may have.

Please feel free to reach me at this email. I look forward to hearing from you.

Blessings,
Email Signature



Send



3 Month Follow-up Email

Subject

Content

New message

ToCc Bcc

Subject**How are you?**

Hi {{ contact.firstname }},

I Hope *The Great Controversy* is providing important answers to some of your most challenging questions. I would love to learn what has piqued your interest.

Email Signature

A📎😊🔗🖼️🗑️☰

Send



PLEASE SHARE YOUR RESULTS!



We are continually looking for ways to improve.

Please share with us your results and lessons you learned along the way at www.RethinkingEvangelism.co, so we can continue improving!



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